

**ORDER**

**Orders**  
**Order / Rev:** 186441  
**Alt Order #:** 09433338  
**Product Desc:** CITIZENS FOR OLIVER  
**Estimate:** 4502  
**Flight Dates:** 10/27/14 - 11/04/14  
**Original Date / Rev:** 10/24/14 / 10/24/14  
**Order Type:** GENERAL

**WNCF**

**Primary AE:** Dan Barker  
**Sales Office:** CHI-C  
**Sales Region:** National

**Agency**  
**Name:** Adelstein Liston  
**Buying Contact:**  
**Billing Contact:**  
 222 West Ontario Street Suite 600  
 Chicago, IL 60610

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Oliver for AL State Rep 81 (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P-04  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/27/14	11/04/14	10	\$1,880.00	\$1,598.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	10	\$1,880.00	\$1,598.00	24.40
<b>Totals</b>	<b>10</b>	<b>\$1,880.00</b>	<b>\$1,598.00</b>	<b>24.40</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Barker			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WNCF	5%	\$1,880.00
Market	100%	\$37,600.00

**Competitive Share**

	Share	Total
ABMY	0%	\$0.00
CABLE	0%	\$0.00
KBPN	0%	\$0.00
UNKWN	0%	\$0.00
WAIQ	0%	\$0.00
WAKA	25%	\$9,400.00
WAXC	0%	\$0.00
WBMM	0%	\$0.00
WCOV	3%	\$1,128.00
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WRJM	0%	\$0.00
WSFA	67%	\$25,192.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNCF	10/27/14	11/02/14	M-F 7a-9a	CM	7a-9a	MTWTF--	:30	2	\$15.00	P-05	0.90	NM	2	\$30.00
				M-F 7a-9a											

GMA

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 Product Desc: CITIZENS FOR OLIVER  
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WNCF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNCF	10/27/14	11/02/14	M-F 7a-9a M-F 7a-9a	CM	7a-9a	MTWTF--	:30	2	\$15.00	P-05	0.90	NM	2	\$30.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/27/14	11/02/14	MTWTF--	2		\$15.00		0.90						
E 2	WNCF	11/03/14	11/04/14	M-F 7a-9a M-F 7a-9a	CM	7a-9a	MT-----	:30	1	\$15.00	P-05	0.90	NM	1	\$15.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/03/14	11/09/14	MT-----	1		\$15.00		0.90						
E 3	WNCF	10/27/14	11/02/14	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	3	\$190.00	P-04	2.70	NM	3	\$570.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/27/14	11/02/14	MTWTF--	3		\$190.00		2.70						
E 4	WNCF	11/03/14	11/04/14	M-F 630p-7p M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$190.00	P-04	2.70	NM	1	\$190.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/03/14	11/09/14	M-----	1		\$190.00		2.70						
E 5	WNCF	11/03/14	11/04/14	Dancing with the Stars Dancing with the Stars	CM	7p-9p	M-----	:30	1	\$550.00	P-04	5.00	NM	1	\$550.00
DANCING W/THE STARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/03/14	11/09/14	M-----	1		\$550.00		5.00						
E 6	WNCF	11/03/14	11/04/14	Mon Prime C Mon Prime C	CM	9p-10p	M-----	:30	1	\$425.00	P-04	4.40	NM	1	\$425.00
CASTLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/03/14	11/09/14	M-----	1		\$425.00		4.40						
E 7	WNCF	10/27/14	11/02/14	Fri Prime C Fri Prime C	CM	9p-10p	----F--	:30	1	\$100.00	P-05	1.50	NM	1	\$100.00
20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/27/14	11/02/14	----F--	1		\$100.00		1.50						
													Totals	10	\$1,880.00

# ORDER WORKSHEET

Rep Order# 9433338 Ver# 1 Status New

Traffic Order# 186441  
 Printed: 10/24/14 11:28 AM  
 Last Received: 10/24/14 11:21 AM  
 Showing Buylines: All Rep and Station Changes

1 of 2

Station WNCN-TV MONTGOMERY-SELMA  
 Advertiser (OLDY) OLIVER, DYLAN  
 Product CITIZENS FOR OLIVER  
 Estimate# 4502  
 Buyer NICOLE HOMAN

Agency (ADEL) ADELSTEIN LISTON  
 222 W. ONTARIO ST, SUITE 600  
 CHICAGO, IL 60610  
 Agency C/P1/P2/E /4502  
 Flight Dates 10/27/14-11/04/14

Rep Firm KATZ CONTINENTAL  
 Sales Office (CH) CHICAGO  
 Salesperson (DB1) DAN BARKER  
 Sales Assistant RACHELLE  
 Salesperson Phone# 312-755-3936  
 Salesperson Fax#

## --- CONTRACT COMMENT ---

10/27-11/4 (NOON)  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

10/27-11/4 CITIZENS FOR OLIVER. NAB FORM & CHECK COPY SENT VIA EMAIL. PLS CNFM, THX! BRENNEN FOR DAN/RACHELLE.

OK 10/24

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	M-F	7A-9A	GMA	30	0.9	1.8	\$15.00	10/27-10/31	2	1	2	\$30.00
2	M-Tu	7A-9A	GMA	30	0.9	0.9	\$15.00	11/03-11/04	1	1	1	\$15.00
3	M-F	630P-7P	FAMILY FEUD	30	2.7	8.1	\$190.00	10/27-10/31	3	1	3	\$570.00
4	M	630P-7P	FAMILY FEUD	30	2.7	2.7	\$190.00	11/03-11/03	1	1	1	\$190.00
5	M	7P-9P	DANCING W/THE STARS	30	5.0	5.0	\$550.00	11/03-11/03	1	1	1	\$550.00
6	M	9P-10P	CASTLE	30	4.4	4.4	\$425.00	11/03-11/03	1	1	1	\$425.00
7	F	9P-10P	20/20	30	1.5	1.5	\$100.00	10/31-10/31	1	1	1	\$100.00

## ---REPORT TOTALS---

Report Totals: 10 / \$1,880.00

## ---SALES MONTHLY TOTALS---

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EC'd No

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10/24/14 11:28 AM  
10/24/14 11:21 AM  
All Rep and Station Changes

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Product CITIZENS FOR OLIVER  
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Buyer NICOLE HOMAN

Agency (ADEL) ADELSTEIN LISTON  
222 W. ONTARIO ST, SUITE 600  
CHICAGO, IL 60610  
Agency C/P1/P2/E /4502  
Flight Dates 10/27/14-11/04/14

Rep Firm KATZ CONTINENTAL  
Sales Office (CH) CHICAGO  
Salesperson (DB1) DAN BARKER  
Sales Assistant RACHELLE  
Salesperson Phone# 312-755-3936  
Salesperson Fax#

Nov2014: 10/ \$1,880.00

Order Totals: 10 / \$1,880.00 Total GRPS: 24.4

--- COMPETITIVE ---		CABL	UNKN	WAKA	WMM	WCOV
Market Totals	\$37,600.00	.00%	.00%	25.00%	.00%	3.00%
		WNCN	WRJM	WSFA		
		5.00%	.00%	67.00%		

--- COMPETITIVE COMMENTS ---  
SHARES ARE ESTIMATED

Books [null]  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WNCF Montgomery-Selma</u>	Date: <u>10/24/14</u>
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I, Douglas Heylbeing/on behalf of: Dylan Olivera legally qualified candidate of the Democraticpolitical party for the office of: Alabama State Representative, HD-81in the Generalelection to be held on: November 4th, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As ordered.					

Attach proposed schedule with charges (if available):

\$1880 gross\$1598 net

I represent that the payment for the above described broadcast time has been furnished by:

Citizens for Dylan Oliver

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Rebecca Oliver

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/23/14      [Signature]  
Date      Signature

**To Be Signed By Station Representative**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
[Signature]      Steffanie Peterson      NSA  
Signature      Printed Name      Title